



National Geographic's Genius Drives Social Conversation

Objectives:

- > To promote their new show spotlighting Albert Einstein, National Geographic took over Grand Central Station in Midtown Manhattan.
- > The campaign showcases Einstein himself with single words that describe who he is. The creative also features the hashtag #Genius to promote social engagement with fans leading up to the premiere.



- > **Inventory:** Subway Station Domination
- > **Flight:** April 17, 2017 - May 5, 2017
- > **Market:** Grand Central Station, NYC
- > **Earned Social Media:**

- > The campaign saw over 3,800 mentions of #Genius on Twitter, Facebook, and Instagram.
- > Over 1,900 of these were unique mentions with over 1,000 shared mentions in the surrounding New York City area.
- > The campaign reached over 10.1 million consumers across the U.S.

Chris Reardon @scoop_reardon · Apr 24
 Dreamer. Genius. Refugee.
 Adverts for the new Einstein series spotted at Grand Central Station
pic.twitter.com/TbD0Crb7Wo
 Nat Geo Channel

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EUE / Screen Gems @eusscreengems · 5h
 #Genius premieres on @NatGeo tonight at 9/8c! #Einstein is even cropping up in the NYC subway. :-)
pic.twitter.com/bpCgsAWsKZ

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